

AMENDMENTS TO THE CLAIMS

Please list and amend the claims as follows:

1. **(Currently Amended)** A method, comprising the steps of:
 establishing by a service provider a resource lease with each of at least one content provider, each content provider storing content within said leased resource at at least one service provider location;
 fulfilling subscriber requests for available content stored at the at least one service provider location;
 generating usage statistics;
 providing said usage statistics to said at least one content provider; and
 adjusting the content stored in said leased resource according to said at least one content provider.
2. **(Original)** The method of claim 1, further comprising the steps of:
 generating service-centric data; and
 adapting service operation according to said usage statistics and said service-centric data.
3. **(Original)** The method of claim 1, further comprising the steps of:
 generating content-centric data; and
 providing said content-centric data to said at least one content provider.
4. **(Original)** The method of claim 1, further comprising the step of:
 remitting compensation to said at least one content provider in response to said usage statistics.
5. **(Original)** The method of claim 4, wherein said remitted compensation is offset by the value of said lease.
6. **(Original)** The method of claim 1, wherein said leased resource is adapted in response to said usage statistics.

7. **(Original)** The method of claim 6, wherein said leased resource comprises a memory resource that is increased or decreased in response to said usage statistics.

8. **(Currently Amended)** A method, comprising the steps of:

assigning by a service provider to each of a plurality of content providers[,] content management responsibilities for respective service provider resources;

fulfilling subscriber requests for available content stored in said respective service provider resources;

generating usage statistics and providing said usage statistics to said at least one content provider; and

adjusting, in response to information provided by said content providers, content stored within said respective service provider resources.

9. **(Original)** The method of claim 8, further comprising the steps of:

generating service-centric data; and

adapting service operating according to said usage statistics and said service-centric data.

10. **(Original)** The method of claim 8, further comprising the steps of:

generating content-centric data; and

providing said content-centric data to said at least one content provider.

11. **(Original)** The method of claim 8, further comprising the step of:

remitting compensation to said at least one content provider in response to said usage statistics.

12. **(Original)** The method of claim 10, wherein said remitted compensation is offset by the value of said lease.

13. **(Currently Amended)** Apparatus coupled to a plurality of subscribers and to content suppliers, the apparatus comprising:

a controller[[.]] for distributing video assets; and

a server complex comprising a plurality of partitions, each of said partitions storing video assets provided by a respective content suppliers;

said content suppliers adapting content, including video assets, stored in said respective partitions in response to usage data provided by said controller.

14. **(Original)** The apparatus of claim 13, wherein said content suppliers provision respective server complex partitions according to rules defined by said controller.

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15. **(Original)** The apparatus of claim 14, wherein said rules define at least one of a navigation parameter, a promotion parameter and a packaging parameter of said video assets provided by said content suppliers.

16. **(Original)** The apparatus of claim 13, wherein said server complex partitions are leased by said content suppliers.

17. **(Original)** The apparatus of claim 13, wherein said server complex partitions are auctioned to said content suppliers.

18. **(Original)** The apparatus of claim 13, wherein:
said content suppliers adapt the content stored in the respective partitions in response to content-centric data provided by said controller.

19. **(Original)** The apparatus of claim 13, wherein each of said plurality of partitions is responsively increased or decreased in size in response to said usage data.

20. **(Cancelled)**

21. **(Cancelled)**